Intervention: Use information technology to improve recruitment

Finding: Insufficient evidence to determine effectiveness

Potential partners to undertake the intervention:

☐Nonprofits or local coalitions ☐Businesses or labor organizations
☒Schools or universities ☒Media
☐Health care providers ☒Local public health departments
☒State public health departments ☐Policymakers
☐Hospitals, clinics or managed care organizations ☐Other:

Background on the intervention:

Information technology and the Internet can be used to expand public health outreach. Online advertising of public health vacancies, online recruitment services, and satellite or video conferencing are methods that are often used to optimize marketing efforts.

Findings from the systematic reviews:

A review of the literature found insufficient evidence to determine the effectiveness of information technology and Internet recruiting as means to promote a sufficient and competent public health workforce. Practices that lack sufficient research to support effectiveness should not be confused with ineffective programs. Rather, they should be recognized as programs that have the potential to become evidence-based practices—if properly evaluated. Practitioners are encouraged to monitor the impact of these programs in their communities and report on their findings in order to build a base of knowledge sufficient to reach consensus.

Additional Information:

Council of State Governments Trends Alert – www.csg.org